

HORIZONT Online 2019

HORIZONT Online



HORIZONT Online is one of the most informative and relevant online platforms for the marketing-, advertising-, media community. In October 2018 we expanded HORIZONT Online with HORIZONT+, which offers content for registered members as a part of HORIZONT Online. We are looking forward to working with you to develop the most effective digital concepts for your personal target group communication.

Native Advertising




To find out more about sponsored post, digital special branded content etc. please do not hesitate to contact our sales team.


Facts

- 570 000 Unique User¹
- 1 860 856 Visits¹
- 3 801 310 Page Impressions¹
- 69 % of HORIZONT Online users „only“ use our website, instead of reading the newspaper as well.²

Advertising Opportunities (extract)



1. Superbanner or Billboard 
2. Sticky Ad or Halfpage Ad
- 1+2. Hockeystick/Wallpaper
3. Medium Rectangle 
4. Top-Text 

 = Will also be shown on our mobile website.

Contact

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¹ AGOF and IVW January 2019

² HORIZONT Online user survey 2017

Pricing (extract)

Display Ads	Mobile Placing	Ad Format (pixel)	1 of 3 rotation (Price per week)	Exclusive (Price per week)
Superbanner	Mobile I	728 x 90 bis 980 x 150	4 200 € (1 out of 4 rotation)	13 440 €
Billboard	Mobile I	940 x 250	6 950 € (1 out of 4 rotation)	22 240 €
Sticky Ad or Halfpage Ad	-	160 x 600 / 300 x 600	3 750 € / 4 300€	9 000 € / 10 320 €
Hockeystick / Wallpaper	-	980 x 90 + 160 x 600 + Background	5 400 €	12 960 €
Medium Rectangle	Mobile II	300 x 250	4 100 €	9 840 €
Top-Text Ad + HORIZONT Newline Newsletter	Ad will also be shown in our Newsletter HORIZONT Newline and on our mobile website (Mobile IV)	Max. 400 characters, picture 120 x 120	-	4 900 €

**For further information, please contact
our sales team.**